

New Giselle's Opens at Kenaston Village

In celebration of its twentieth anniversary in Winnipeg, Giselle's proudly opens the doors today on its newest and most spectacular spa yet — a 9,000 square foot oasis of luxury and serenity, a relaxing retreat in the bustling heart of the Kenaston Village Mall.

"It is more than just the brightest jewel in our crown," exclaims Giselle's effulgent and colourful owner, Daphne Petrakos. "Kenaston Village, our flagship spa, is stunningly beautiful and absolutely world-class, in every way. It is, quite literally, the spa of the future and truly elevates the spa experience to an entirely new level. You can quote me on that."

Such dramatic claims might be dismissed as hyperbole were it not for the fact that, as Winnipeg women know full well, Giselle's has already set the standard for the spa experience in this city, through its Salon on Grosvenor Avenue, its City Spa in Portage Place and its Day Spa – The Zone on Meadowood.

"Going to the spa" may once have been considered a pampered indulgence by some, or as a convenient option for last minute birthday or Mother's Day gift givers, but no longer. Thanks to Giselle's, it has become a natural part of the lifestyle of those Winnipeggers who today recognize the healthful benefits, if not the psychological necessity, of having a special place to which one can escape, albeit briefly, from the hectic and stressful pace of the modern urban life.

In the process, Giselle's has attracted an ever widening demographic to the spa experience, that now includes not only younger as well as mature women, but a growing number of couples and men.

"As our clientele have travelled the great cities of the world and as their tastes have become ever more sophisticated, their expectations of the Giselle's spa experience have naturally evolved," explains Daphne. "We wanted to repay our clients for their loyalty by creating in Winnipeg a classical European-style spa that would rival anything in London or New York. At Kenaston Village, we've met that goal and set the bar very high indeed. Giselle's has definitely come of age."

Luxury defines and differentiates the Kenaston Village spa. Uncompromising design elegance is evident everywhere— from its rich and sumptuous appointments, to its stylish use of natural slate and beautiful river rock feature walls, to its subdued colour palette that runs from charcoal to pale pearl gray, accented with splashes of red garnet and lime.

Next week you can see for yourself by calling 985-0900 to arrange for a personally guided tour, or by taking a "virtual tour" of the Kenaston Village spa by visiting Giselle's web site at www.giselle.ca.

High ceilings, wide hallways and hardwood floors bathed in a melange of natural and frosted light create a sense of airy spaciousness. Original artworks by Giselle's corporate and merchandising manager, Randal Newman adorn the gray suede walls of the Fireplace Lounge where, beneath a 13 foot ceiling, chaise lounges repose before the welcoming warmth of a full stone wall fireplace.

As befits the soothing nature of Giselle's, the deeper as you enter into the spa, the quieter and more relaxing the atmosphere becomes. At its heart is a sparkling jewel — a gleaming glass-domed and glass-walled vault, where clients are given their robes, and are shown to their individual changing rooms.

"Private spaces where clients can rest, rejuvenate and enjoy individualized services are critical to the Giselle's experience," continues Daphne. "That's why, for instance, every client has their own private locker; why we have separate women's and men's areas; and why the facial and pedicure rooms all have their own stainless steel sinks. Since our operators never need to leave the treatment rooms, they are able to devote themselves entirely to their individual clients to deliver a continual hands-on experience for the full duration of each session."

Privacy considerations even extend to the spa's sonic environments. Thanks to extensive sound-proofing and three discrete sound systems, feeding 160 speakers, different background music can be directed to different spa areas. Upbeat, jazzy tunes in the manicure and pedicure area; relaxing nature sounds in the massage rooms.

"But Giselle's clients today also want the option of choosing a more social spa experience," Daphne adds. "Daughters are coming in with their mothers. Ladies are introducing their men to Giselle's, and couples are booking appointments together. By opening the doors of adjacent



Store managers Erna, Heather, Violet, and Margo at the front desk of Giselle's new spa in Kenaston Village Mall.

rooms we can create an interactive social space where couples may enjoy their separate massages together. It's also not uncommon today for groups of three or four friends to book for the same time so they can enjoy each others' company while having a manicure or pedicure. Kenaston Village facilitates all of this."

To help relieve the stresses of modern business life and to treat the strains and discomforts that arise from recreational athletics, 8 of the spa's 10 massage rooms are now dedicated to remedial massage therapy with fully accredited masseuses. Receipts are issued for services that may be covered by private insurance.

Giselle's also specializes in massages for mothers-to-be, delivered on special pregnancy massage tables, as well as infant massages, in which new mothers learn to give their babies and young children soothing relaxation.

Unique to Giselle's at Kenaston Village, appointments are now being taken for non-invasive plastic surgery procedures that can be performed in the privacy and comfort of a special facility in the spa. These introductory-level treatments, which allow patients to be in and out, include botox injections, fillers including collagen and hyaluronic acid, laser micro peels — non-surgical surface skin treatments to reduce wrinkles and fade age spots — as well as permanent laser hair and laser vein reduction.

For its popular water and hydrotherapy treatments, the Kenaston Village spa boasts a very special French designed hydrotherapy tub with 144 programmable massaging jets, and includes four tiled Vichy rooms, each featuring its own five-head Vichy shower. Here spa clients experience Giselle's full body treatments. Immersed in the aromatic mists and moisturizing air of two special blue light water rooms — with a black slate waterwall, the other with a sparkling fountain — they reconnect with themselves and with nature, leaving their cares behind in the dancing light of flickering candles, as they relax, take steam, and cool down in Giselle's special rain tunnel.

Descriptions of special spa treatments like the introductory Monsoon Moments are almost enough alone to transport one to a quieter, restorative space: Treatments include Sensual Waters (featuring rain room moisturizing, steam room relaxation and Full Body massage); The Water Journey (including exfoliation with blend of sea salt, wheat germ and aromatherapy oils before a steam and Rain Room rejuvenation); Ocean Purification (including Giselle's Ocean Wrap, in which one is bandaged in warm thermal layers while mineral rich marine algae stimulate cellular metabolism); and the ultimate Echoes of Water treatment (beginning with a Relaxation Bath in which aromatherapy oils and underwater massage combine to stimulate the circulatory and lymph systems, followed by Full Body massage using Swedish Manual Relaxation Techniques and specially formulated massage creams and concluding with immersion in



Rain tunnel and steam room for meditation.

cooling mists of the Rain Room.)

New this year are Giselle's popular His, Hers and Couples Romance Packages of manicures, pedicures, facials and massages that use a variety of heavenly chocolate-scented products that sound good enough to eat. Services include Chocolate Marnier Pedicure & Manicure, Too Cool Mint Facial, Chocolate Ruff Buff, and Wrap it in Chocolate Massage with hot towels.

For those men who are fully "spa-climatized" or just dipping their toes into the spa experience for the first time, Giselle's popular Men's Club features a menu of spa services including Sports Pedicure, Gentleman's Manicure, Bottom Line Facial; Body Buff, Men's Club Package (encompassing manicure, pedicure, tub treatment and 1 hour remedial massage); and the deluxe 5-hour, head-to-toe CEO Package that includes it all.

Giselle's is pleased to offer the very latest in spa products and services, including its exclusive Jamu Asian Spa Rituals, that combine indigenous Asian techniques with herbal and natural beauty treatments from Indonesia and around the Pacific Rim.

Explore the full spectrum of Giselle's products and services on the Web at www.giselle.ca. Call 985-0900 to have a menu of services mailed to your home, or better yet, book your first appointment. Giselle's "spa of the future" is now open in the Kenaston Village Mall. Make Giselle's part of your future today.